IN THE CLAIMS:

Please amend the claims as follows. The claims are in the format as required by 35 C.F.R. § 1.121.

1. (Currently amended) A software product for dynamically applying content management rules, comprising a set of computer instructions stored on a computer readable medium, executable by a computer processor to:

~~associate a rule with a rule condition;~~

receive a user interaction based on a first set of content;

determine an applicable content management rule to the user interaction ~~if the rule is applicable~~ based on a state of ~~the~~ a rule condition; and

execute said applicable ~~if the rule is determined to be applicable, apply the~~ content management rule to dynamically affect subsequent content to be viewed by said ~~the~~ user ~~interaction~~.

2. (Currently amended) The software product of Claim 1, ~~wherein determining if the rule is applicable based on the state of the rule condition,~~ further comprise~~s~~ing determining an applicable content management rule ~~if the rule is applicable~~ based on ~~the value of~~ metadata associated with said rule condition.

3. (Original) The software product of Claim 2, wherein the metadata is one of user metadata, content metadata, rule metadata or system metadata.

4. (Currently amended) The software product of Claim 1, wherein the rule condition represents a metric and wherein the set of computer instructions are further executable by a computer processor to: determine an applicable content management rule ~~if the rule is applicable~~ by comparing the metric to a goal.

5. (Original) The software product of Claim 1, wherein the rule condition is represented by an object accessible by the set of computer instructions.

6. (Original) The software product of Claim 5, wherein the computer instructions are further executable to make a call for the object to access the rule condition.

7. (Currently amended) The software product of Claim 1, wherein the computer instructions are further executable to generate a second set of content responsive to the user interaction if an applicable content management rule to the user interaction is determined ~~the rule applies~~ and generate a third set of content, which is distinct from the second set of content, if an applicable content management rule to the user interaction is not determined ~~the rule does not apply~~.

8. (Original) The software product of Claim 1, wherein the computer instructions are further executable to update the state of the rule condition.

9. (Currently amended) A method for dynamically apply~~ing~~ content management rules comprising:

~~associating a rule with a rule condition;~~

receiving a user interaction based on a first set of content;

determining an applicable content management rule to the user interaction ~~if the rule is applicable~~ based on a state of ~~the~~ a rule condition; and

if ~~the~~ an applicable content management rule is determined ~~to be applicable, applying the rule to the user interaction~~ executing an action specified in the content management rule to affect subsequent content to be viewed by said user.

10. (Currently amended) The method of Claim 9, further comprising determining ~~if the rule is~~ an applicable content management rule to the user interaction based on metadata associated with said rule condition.

11. (Original) The method of Claim 10, wherein the metadata is one of user metadata, content metadata, rule metadata or system metadata.

12. (Currently amended) The method of Claim 9, wherein determining ~~if the rule is~~ an applicable content management rule to the user interaction further comprises comparing a metric ~~to a metric~~ to a goal.

13. (Original) The method of Claim 9, wherein the rule condition is represented by an object accessible by the set of computer instructions.

14. (Currently amended) The method of Claim ~~9~~ 13, further comprising making a call for the object.

15. (Currently amended) The method of Claim 9, wherein said executing further comprises ~~comprising applying the rule to generate~~ generating a second set of content.

16. (Currently amended) The method of Claim 9, <u>wherein said executing</u> further comprises ~~comprising~~:

~~if the rule is determined to be applicable, applying the rule to the user interaction to generate~~ <u>generating</u> a second set of content; <u>and</u>
<u>wherein the method for dynamically applying rules further comprises:</u>

if <u>an applicable content management rule to the user interaction is not determined</u> ~~the rule is determined not to be applicable~~, generating a third set of content that is distinct from the second set of content.

17. (Currently amended) A software product for dynamically applying content management rules comprising a set of computer instructions stored on a computer readable medium executable by a computer processor to:

~~associate a rule with metadata;~~

receive a set of user interaction data based on a particular user's interaction with a first set of content;

determine ~~if the~~ an applicable content management rule ~~is applicable~~ to the set of user interaction data based on ~~the value of the~~ metadata, wherein the metadata is associated with the content management rule; and

if ~~the~~ an applicable content management rule is determined ~~applies, apply the rule~~ execute a first action specified in the rule to the set of user interaction data to affect subsequent content to be viewed by said user.

18. (Currently amended) The software product of Claim 17, wherein:

if an applicable content management ~~the~~ rule is determined ~~applies, the computer instructions are executable to apply the rule to~~ generate a second set of content; and

if ~~the~~ an applicable content management rule is ~~does~~ not determined ~~apply, the computer instructions are executable to~~ generate a third set of content that is distinct from the second set of content.

19. (Original) The software product of Claim 18, wherein the first set of content, second set of content and third set of content comprise web site content.

20. (Currently amended) The software product of Claim 17, wherein the computer instructions are further executable to ~~apply the rule to the set of user interaction data by~~:

compare ~~comparing~~ a trigger in the user interaction data to criteria in the content management rule; and

if the trigger meets the criteria, executing ~~an~~ second action defined in the content management rule.

21. (Currently amended) The software product of Claim ~~17~~20, wherein the <u>second</u> action further comprises sending a notification to an administrator.

22. (Currently amended) The software product of Claim 20, wherein the <u>second</u> action comprises generating new content for presentation to the user.

23. (Original) The software product of Claim 17, wherein the metadata represents a metric associated with a business process.

24. (Currently amended) The software product of Claim 23, wherein the computer instructions are further executable to determine if the <u>content management</u> rule is applicable to the set of user interaction data based on the ~~value of the~~ metadata <u>associated with said rule condition</u> by comparing a value of the metric to a predefined goal.

25. (Original) The software product of Claim 17, wherein the computer instructions are further executable to update the state of the rule condition.